

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

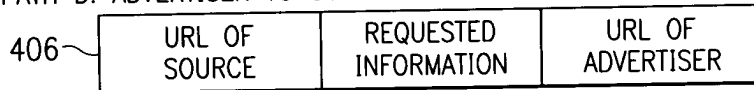


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

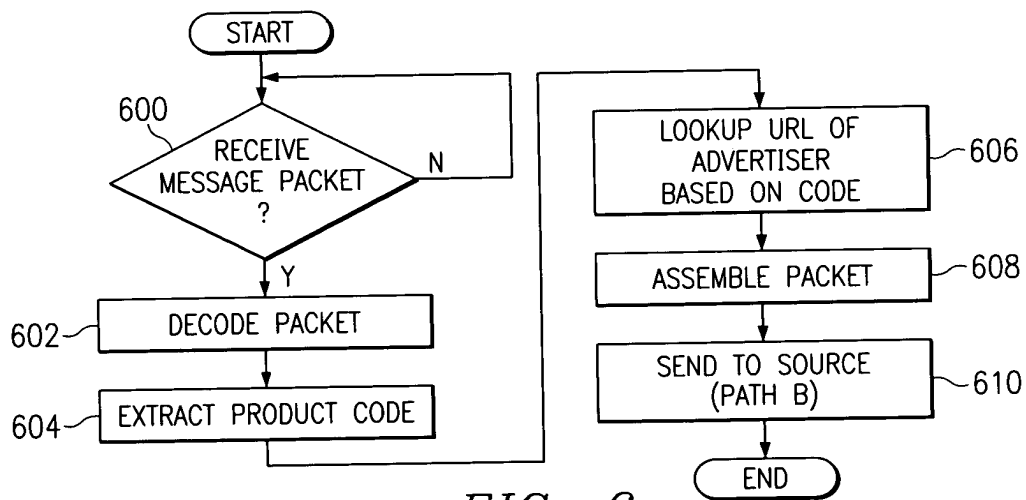


FIG. 6

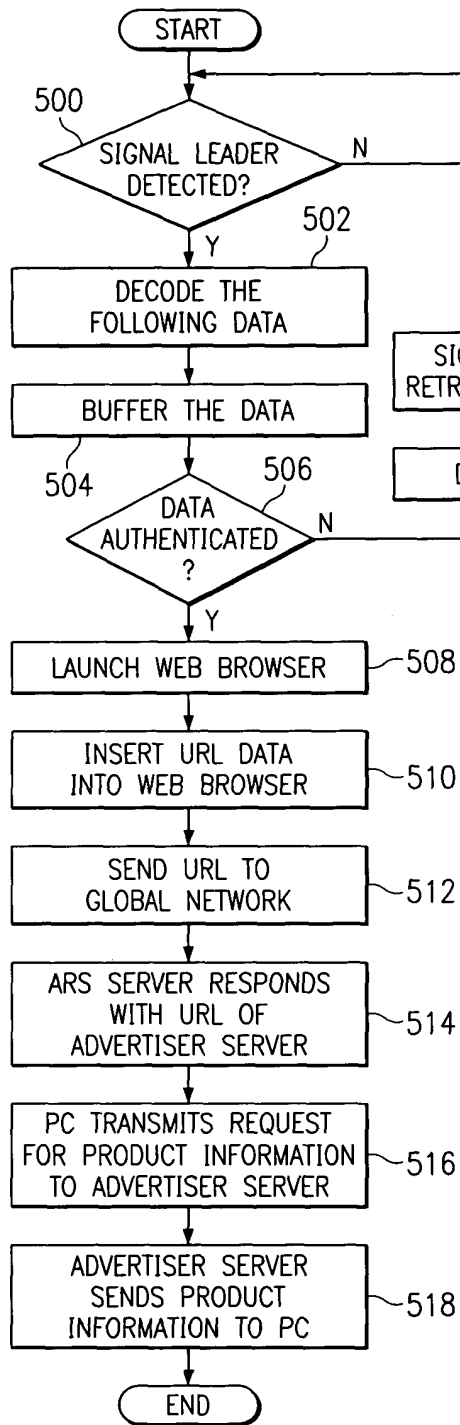


FIG. 5

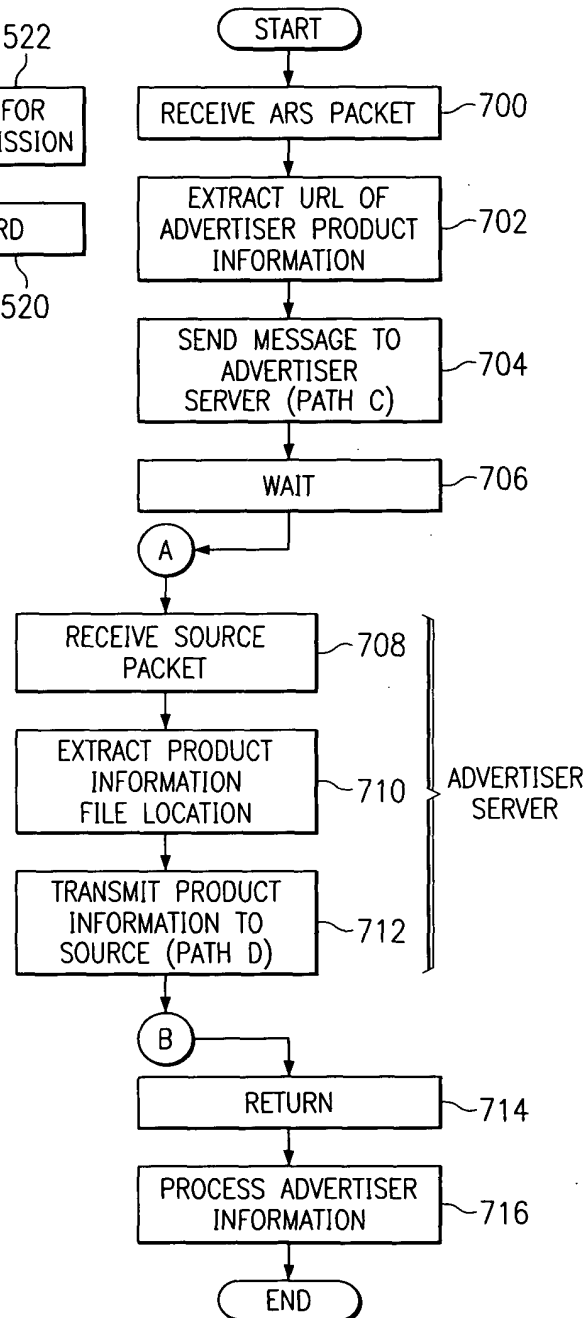


FIG. 7

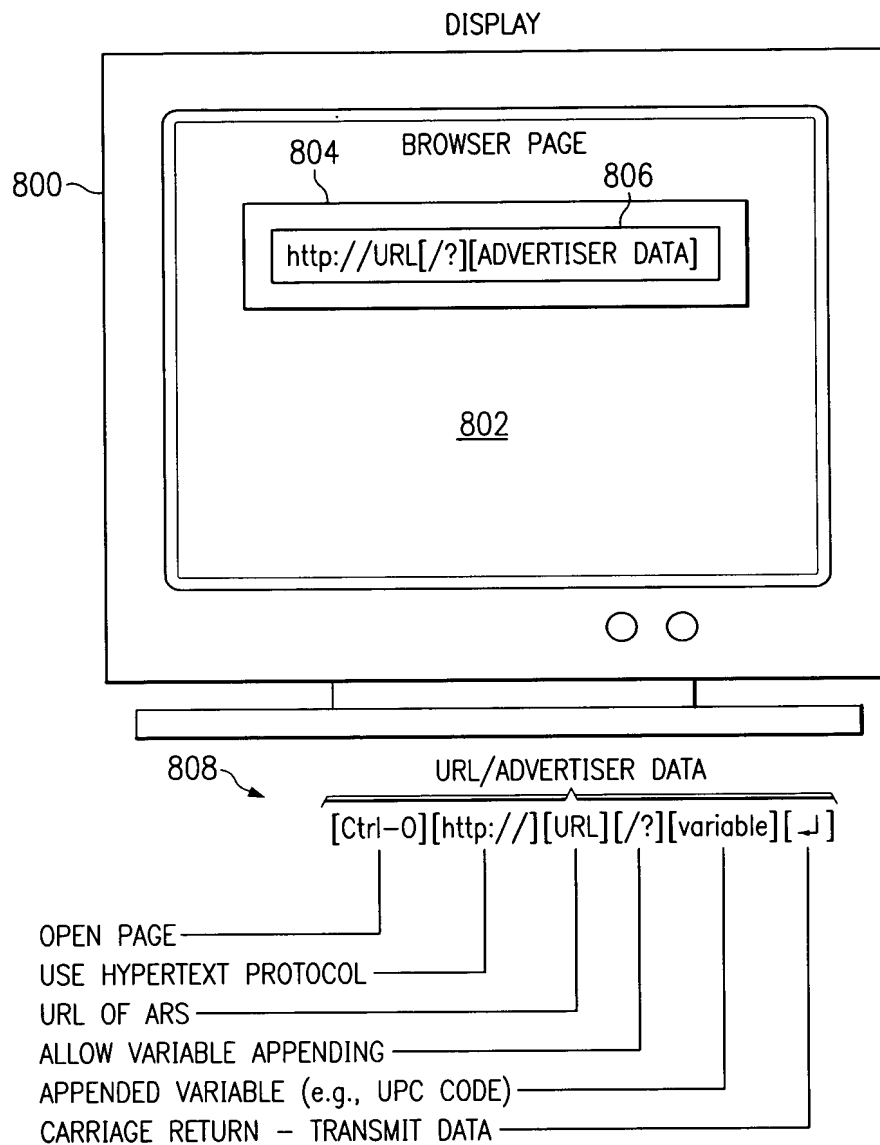


FIG. 8

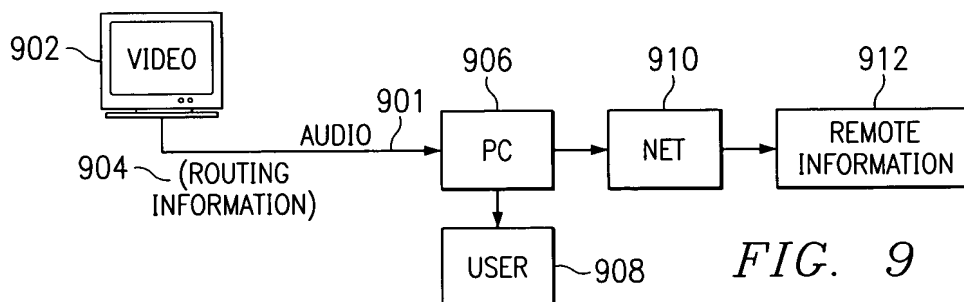
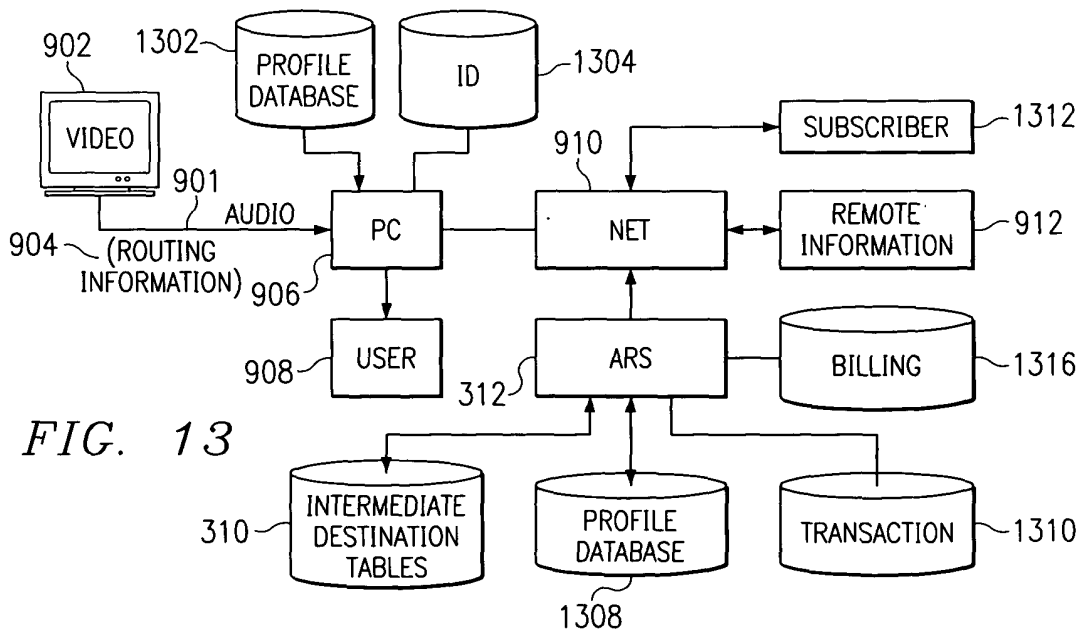
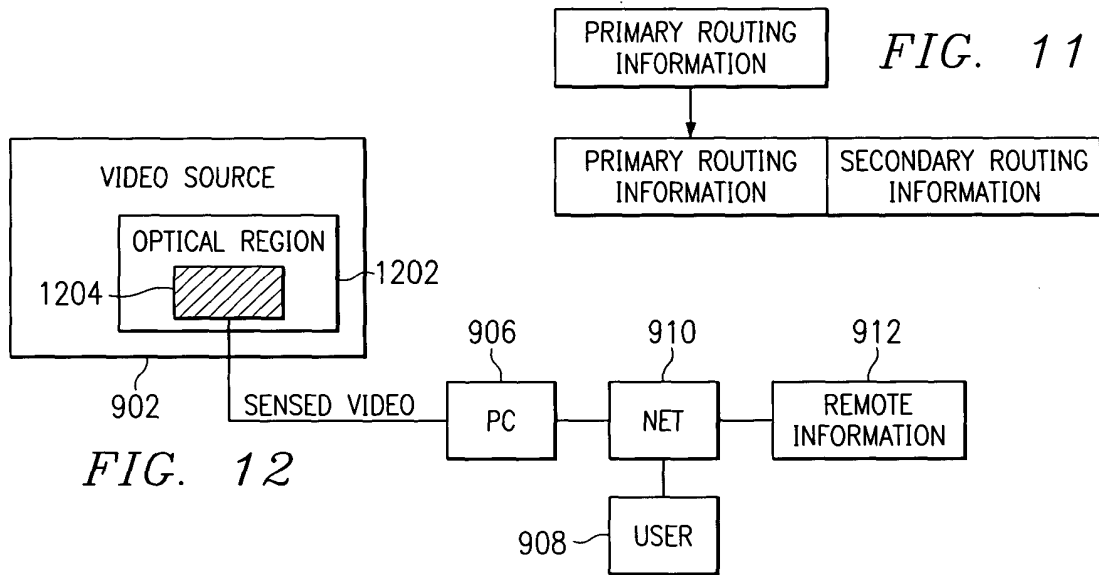
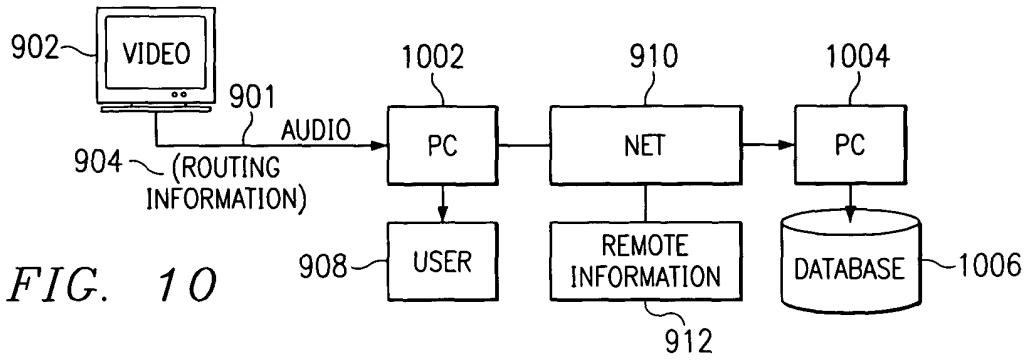


FIG. 9



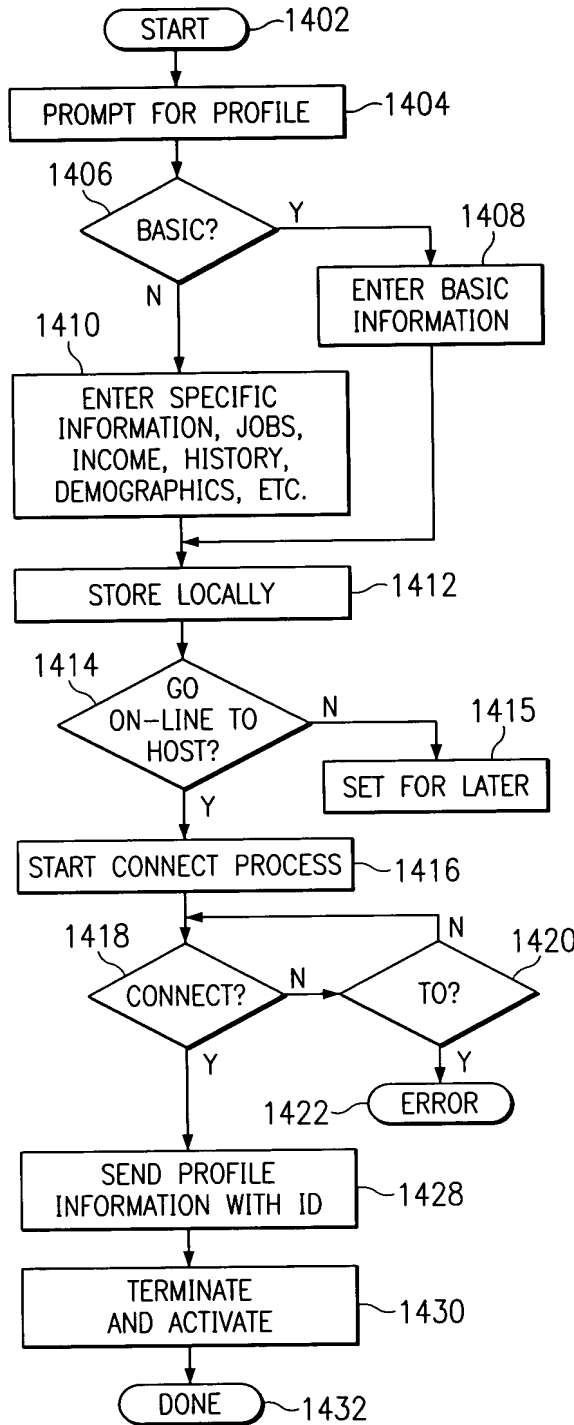


FIG. 14

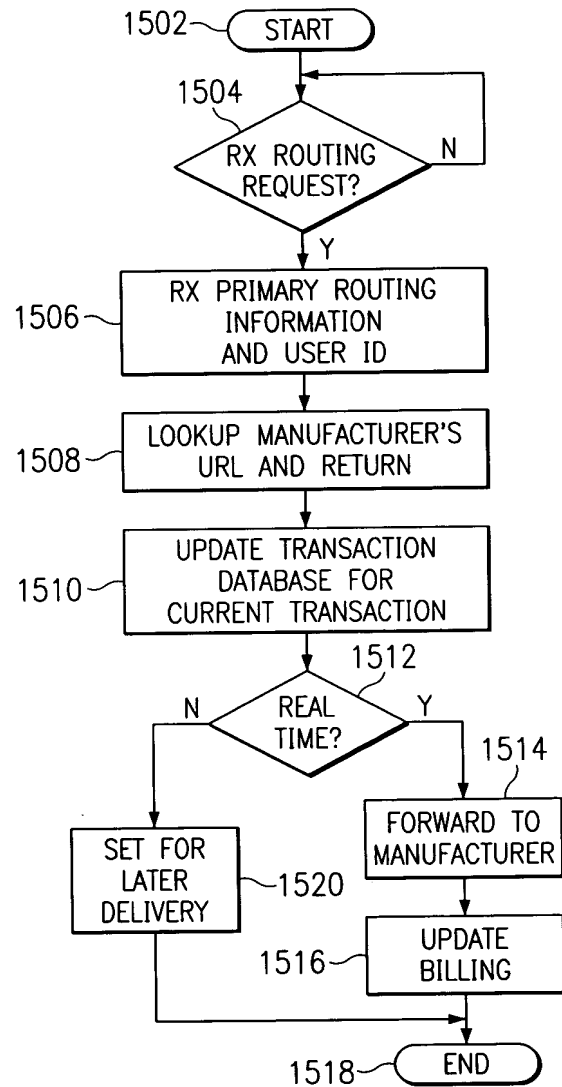


FIG. 15

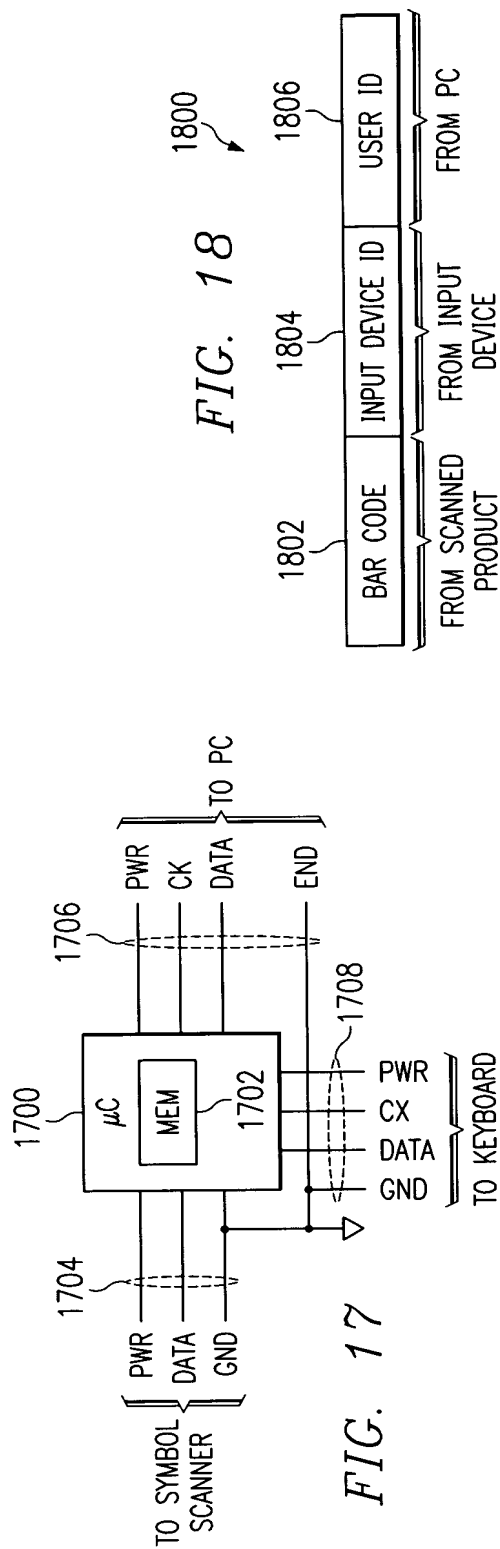
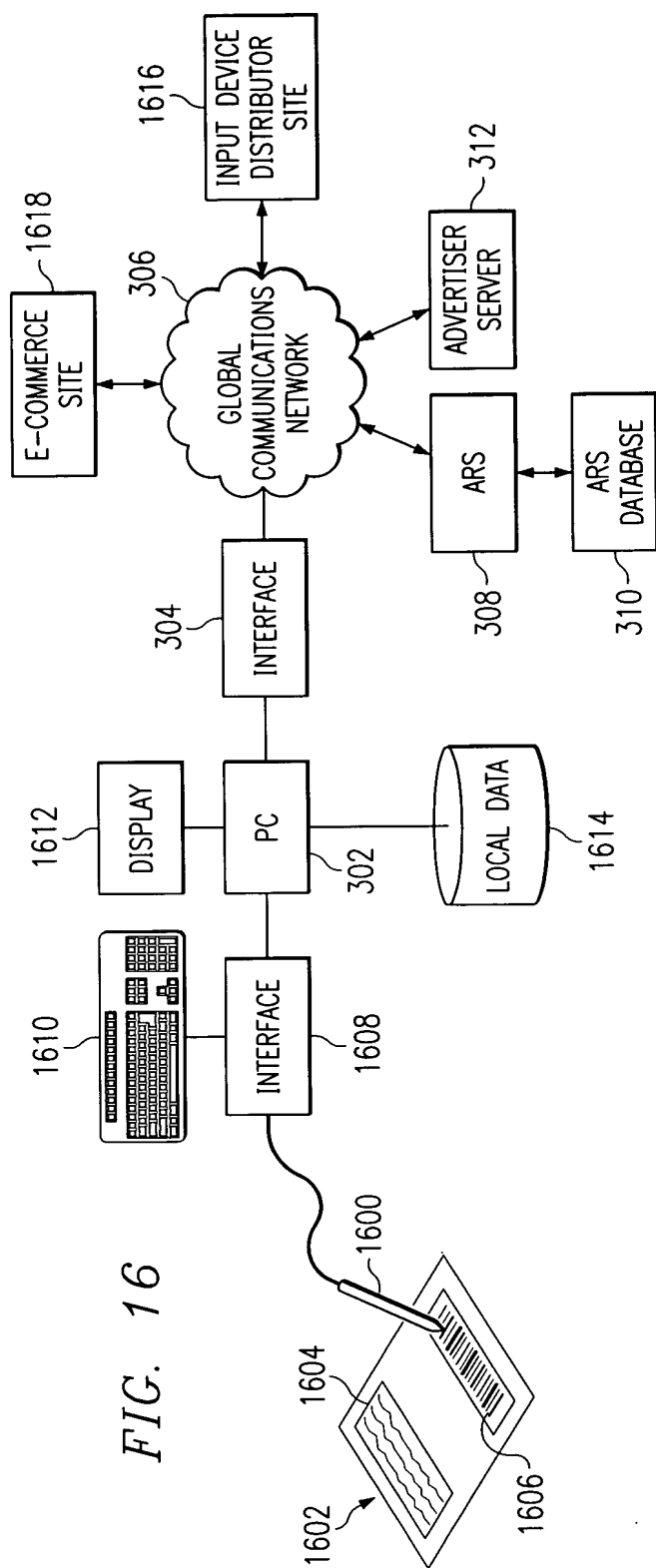


FIG. 19

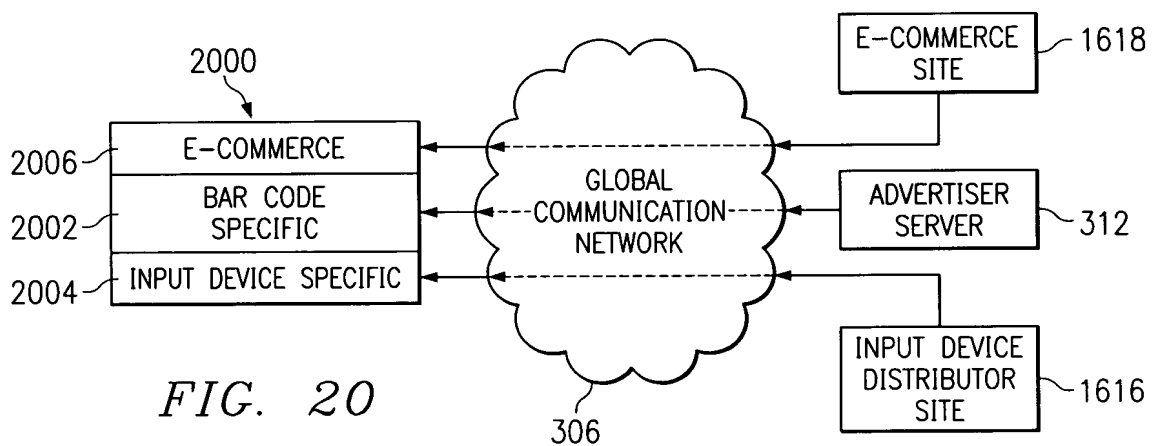
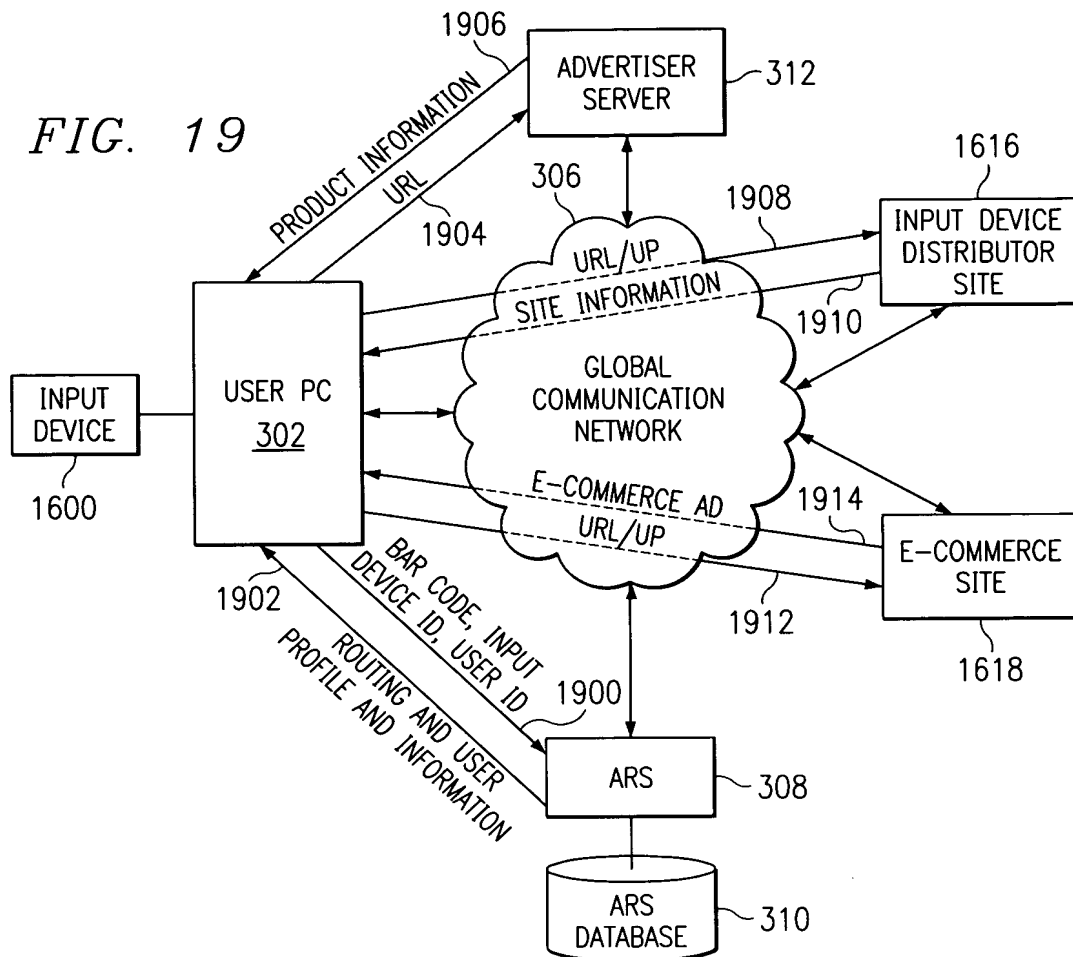




FIG. 21

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

ARS DATABASE

2100

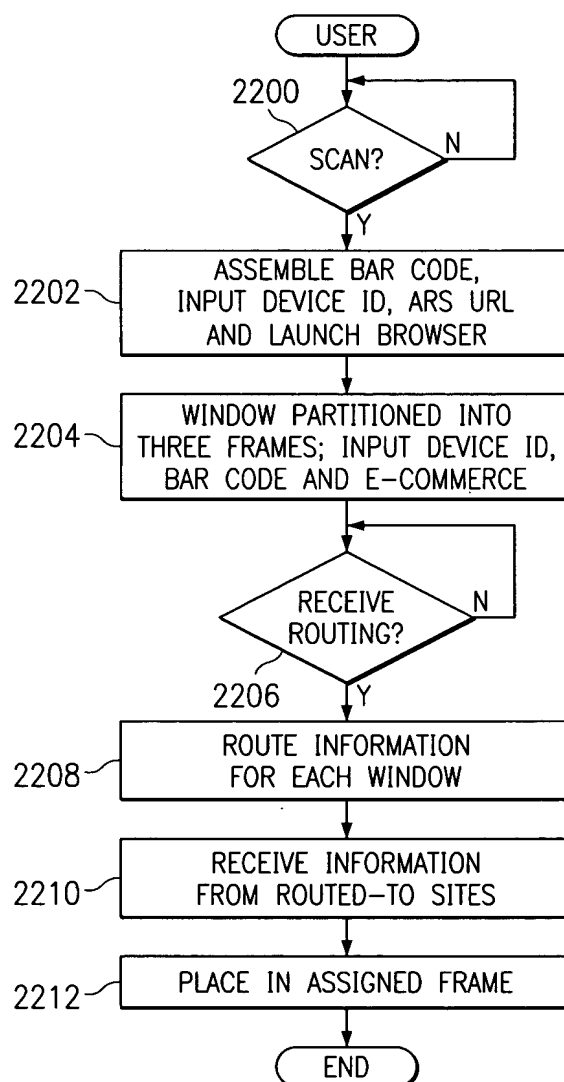


FIG. 22

FIG. 23

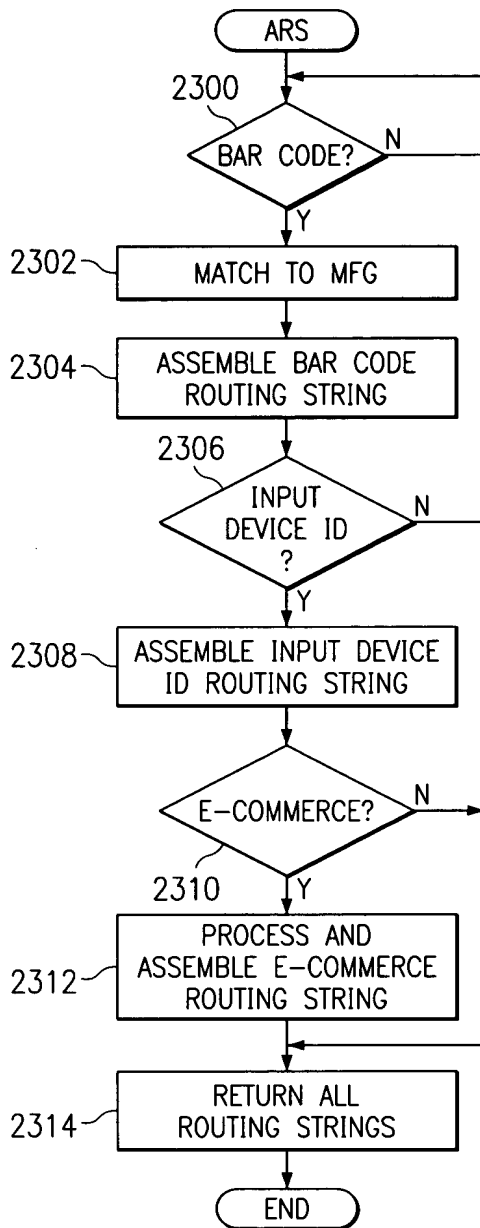


FIG. 24

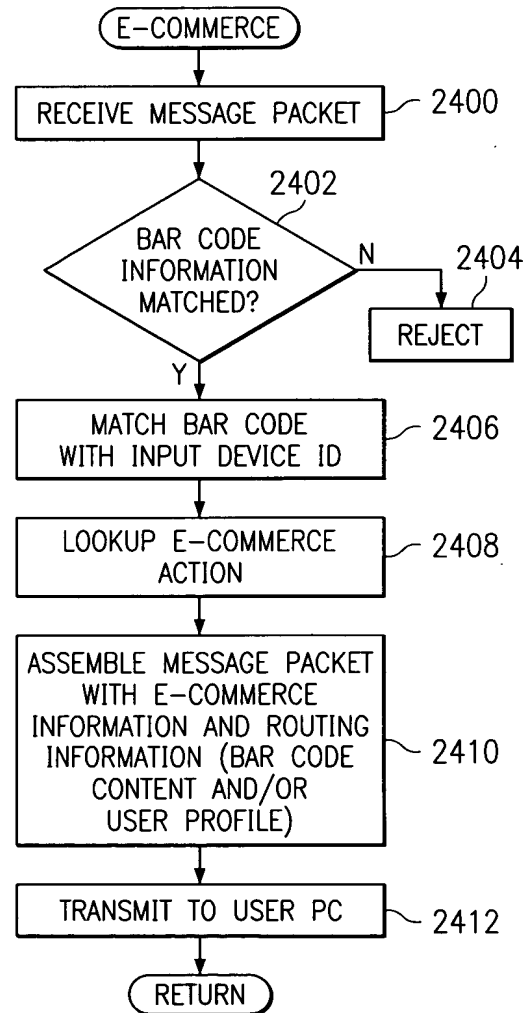


FIG. 25

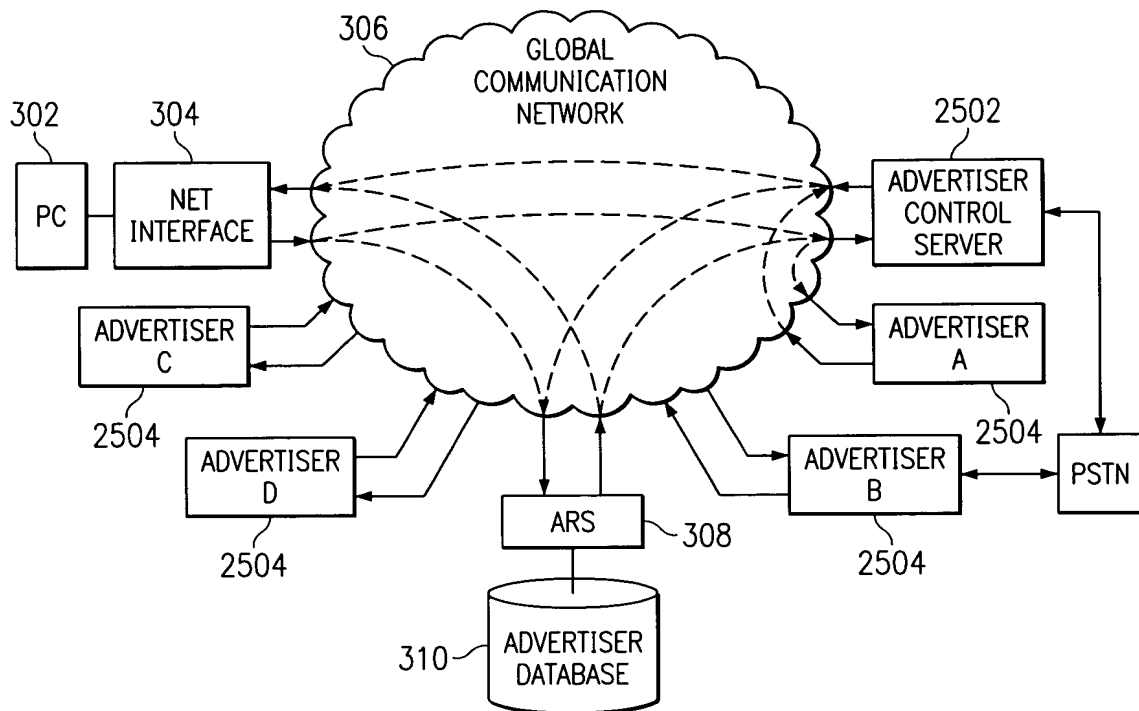


FIG. 26

ADVERTISER	UNIQUE CODE	ROUTING ADDRESS	REROUTE
ADVERTISER 1011	XXXX	111.111.111.111	CONTROL
ADVERTISER 1011	XXXX	111.111.111.111	ADVERTISER A
ADVERTISER 1011	XXXX	111.111.111.111	ADVERTISER B
ADVERTISER 1011	XXXX	111.111.111.111	ADVERTISER C
ADVERTISER 1922	XXXX	222.222.222.222	X
ADVERTISER 1922	XXXX	222.222.222.222	X
ADVERTISER 1922	XXXX	222.222.222.222	X
ADVERTISER 7741	XXXX	333.333.333.333	X

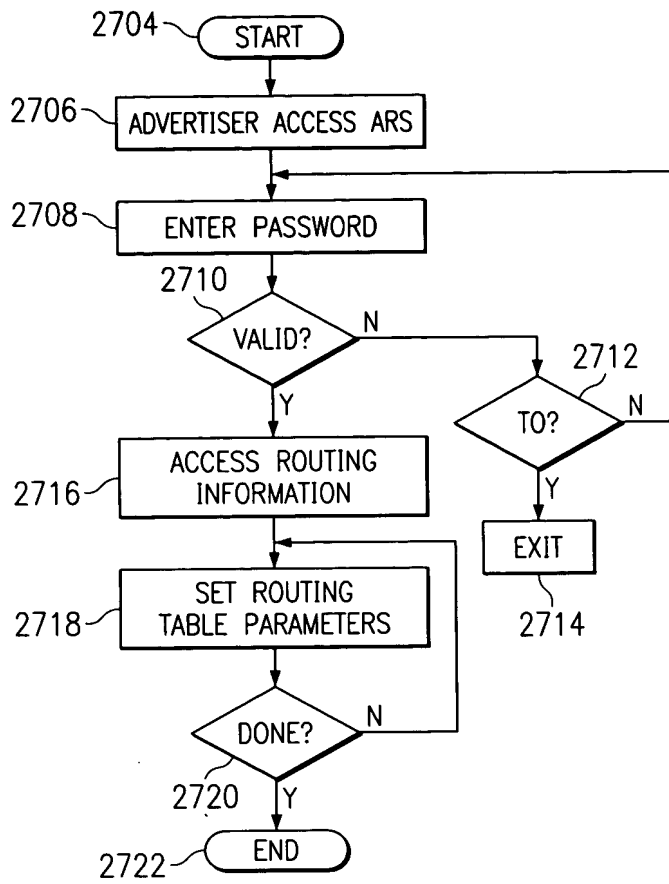


FIG. 27

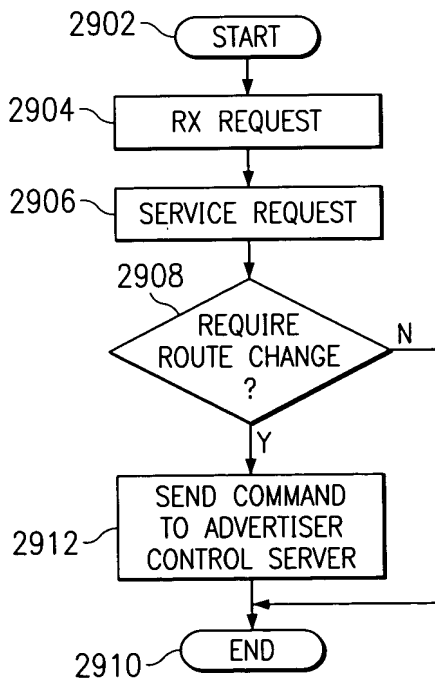


FIG. 29

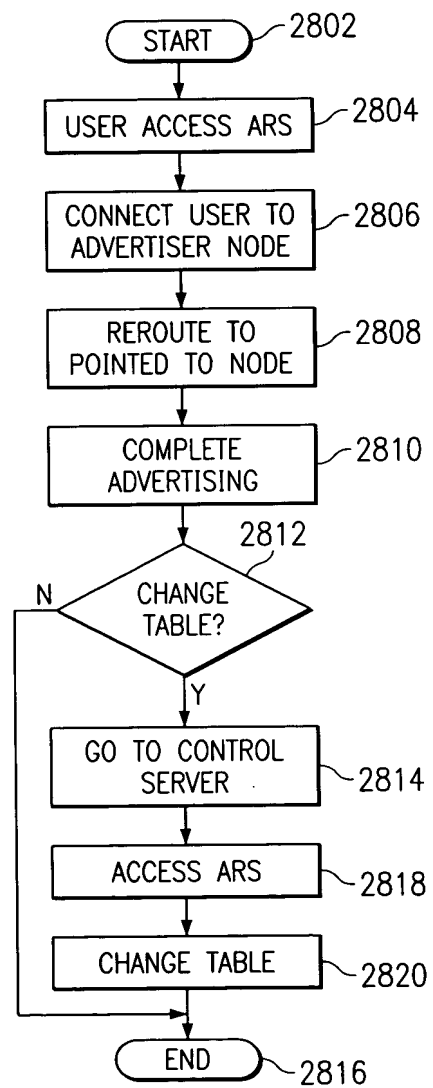


FIG. 28